

Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
----- 109624

R 291405Z MAY 75
FM AMEMBASSY NAIROBI
TO USDOC WASHDC
INFO SECSTATE WASHDC 3111

UNCLAS NAIROBI 4389

E.O. 11652: N/A

TAGS: BEXP, KE

SUBJ: INITIAL MARKETING EFFORT IN AFRICA BY TRW
MISSION MANUFACTURING COMPANY

REF: STATE A-3247; NAIROBI 4163

1. SUMMARY: PROSPECTS FOR WATER WELL PUMPS, DRILLING TOOLS AND BUTTERFLY VALVES IN KENYA APPEAR TO BE REASONABLY GOOD. GOK POLICY OF ENCOURAGING FURTHER DEVELOPMENT IN AGRICULTURAL SECTOR OF ECONOMY INCLUDING IRRIGATION PROJECTS SHOULD STIMULATE DEMAND FOR VARIOUS TYPES OF WATER UTILIZATION APPARATUS AND ALLIED PRODUCTS IN KENYA. PORTABLE PUMPS FOR SMALL HOLDINGS AND INDIVIDUAL FARMERS IN RUTAL AREAS ARE IN GREAT DEMAND. U.S. \$75 MILLION WATER PROJECT FOR COAST PROVINCE WILL SPEED DEVELOPMENT OF WATER SUPPLIES, PARTICULARLY IN RURAL AREAS, AND EXTEND WATER CONSERVATION MEASURES TO HELP ASSURE AVAILABLILITY OF WATER IN FUTURE.

AT PRESENT, COSTS OF PROVIDING ADEQUATE PUBLIC RURAL WATER SERVICE IS STRETHCING CAPACITY OF GOVERNMENT TO SUPPORT. CONSEQUENTLY, INDIVIDUAL REQUIREMENTS FOR PRIVATE WATER SYSTEMS USING EITHER BOREHOLES OF RUNNING STREAMS IS VERY GREAT. END SUMMARY.

2. CENTER OF MARKETING: CENTER OF MARKETING OPERATIONS IS NAIROBI, WITH SMALL MARKETING FACILITIES IN NAKURU AND MOMBASA WHERE PRIVINCIAL DEALERS AND CUSTOMERS COME TO FILL THEIR NEEDS FOR REPLACEMENT PARTS.

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3. LOCAL AGENTS AND DISTRIBUTORS: FIVE POTENTIAL LOCAL AGENTS AND DISTRIBUTORS WHO MIGHT BE ABLE TO HANDLE TRW PRODUCTS ARE:

1. JAMES WARREN & COMPANY (AFRICA) LIMITED,
P.O. BOX 30151,
NAIROBI.
2. MACKENZIE DALGETY (KENYA) LIMITED,
P.O. BOX 30010,
NAIROBI.
3. WIGGLESWORTH & CO. (KENYA) LIMITED,
KAMPALA ROAD, INDUSTRIAL AREA,
P.O. BOX 30092,
NAIROBI.
4. GILFILLAN & CO. LIMITED,
ENTERPRISE ROAD,
P.O. BOX 30044,
NAIROBI.
5. DAVIS SHIRTLIFF LIMITED,
DUNDORI ROAD,
P.O. BOX 41762,
NAIROBI.

4. IMPORTS: AVAILABLE IMPORT FIGURES FOR WATER TURBINES AND OTHER WATER ENGINES FOR 1974 ARE:

GERMANY, WE	\$ 508
NETHERLANDS	\$ 774
SWITZERLAND	\$ 935
UNITED KINGDOM	\$ 32,165
UNITED KINGDOM	\$ 6,096
(GOVERNMENT)	
U.S.A.	\$ 511
YUGOSLAVIA	\$ 148,302
YUGOSLAVIA	\$ 2,029
(GOVERNMENT)	
TOTAL	\$ 191,320

5. CHIEF COMPETITORS: LARGEST EXPORTERS OF WATER UTILIZATION APPARATUS TO KENYA ARE YUGOSLAVIA AND UNITED UNCLASSIFIED

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KINGDOM. LISTER AND FORDSON ENGINES OF U.K. ARE POPULAR. IN PAST UNITED KINGDOM WAS ALWAYS LARGEST SUPPLIER, BUT RECENTLY OTHER COUNTRIES, NOTABLY YUGOSLAVIA, SWITZERLAND AND NETHERLANDS HAVE ENTERED MARKET AND INCREASED THEIR SHARE OF IMPORTS QUITE SUBSTANTIALLY. THIS IS REPORTEDLY DUE TO LOWER PRICES.

6. IMPORT DUTY: ALL AGRICULTURAL MACHINERY AND

APPLIANCES INCLUDING WATER PUMPS AND DRILLS ARE
IMPORTED FREE OF DUTY, SUBJECT TO SPECIFIC IMPORT
LICENSING FOR WHICH FOREIGN EXCHANGE WILL BE PROVIDED
BY CENTRAL BANK OF KENYA. THERE ARE NO OTHER IMPORT
RESTRICTIONS FOR THESE ITEMS.

7. CONCLUSION: EMBASSY RECOMMENDS TRW MISSION MANUFACTURING
COMPANY INVESTIGATE CURRENT WATER DEVELOPMENT PROJECTS
IN KENYA. SUITABLE INCENTIVE AND ASSISTANCE SHOULD BE OFFERED
TO LOCAL AGENTS TO EMPLOY AGGRESSIVE SALES TECHNIQUES.
VISIT BY TRW REPRESENTATIVE RECOMMENDED; IF COMBINED WITH
VISIT TO OTHER AFRICAN COUNTRIES.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NAIROB04389
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750188-0743
From: NAIROBI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975059/aaaaaiah.tel
Line Count: 128
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-3247, 75 NAIROBI 4163
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 01 DEC 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 DEC 2003 by ThomasVJ>; APPROVED <12 JAN 2004 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: INITIAL MARKETING EFFORT IN AFRICA BY TRW MISSION MANUFACTURING COMPANY
TAGS: BEXP, KE
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006